

a user terminal in communication with said network to access said game sponsoring gateway;

a game server, in communication with said game sponsoring gateway, which supplies games over said communication network to said user terminal; and

a sponsor content server, in communication with said game sponsoring gateway, which supplies advertising over said network to said user terminal; and wherein

the game sponsoring gateway controls providing of the games from the game server and advertisements to the user terminal from the sponsor content server.

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13. A system in accordance with claim 12 further comprising:

a location server communicating with said game sponsoring gateway which provides information indicating a location of the user terminal to the game sponsoring gateway which uses the location of the mobile terminal in controlling providing of advertisements to the mobile terminal.

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14. A system in accordance with claim 12 further comprising:

a user data server in communication with said game sponsoring gateway which provides user information on the user of the mobile terminal to the game sponsoring gateway which uses the

user information to control content of the advertisements provided to the user.

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15. A system providing games comprising:

- a communications network;
- a game sponsoring gateway in communication with said communications network;
- a user terminal communicating with said communications network to access said game sponsoring gateway;
- means for supplying games to said game sponsoring gateway which are delivered over said communications network to said user terminal; and
- means for selecting user specific advertising; and

wherein

the game sponsoring gateway controls providing of games to the user terminal received from the means for supplying games or advertisements to the user terminal received from the means for selecting.

16. A system in accordance with claim 15 further comprising:

means for profiling a user accessing games through said user terminal and supplying user dependent information to said game sponsoring gateway which selects advertising for display in games provided to the user terminal.

17. A system in accordance with claim 15 further comprising:

means for determining the location of a user accessing games through a user terminal and supplying said location to the game sponsoring gateway for selecting geographic sensitive advertising for display in games provided to a user terminal.

18. A system in accordance with claim 15 comprising:

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means for providing a profile of a user who is using the user terminal to access the system including information of the user's preferences to said game sponsoring gateway which selects advertising for display in games provided to the user terminal.

19. A system in accordance with claim 15 comprising:

means for providing a profile of a user who is using the user terminal to access the system including information of the user's profile to said game sponsoring gateway which selects advertising for display in games provided to the user's terminal.

20. A system in accordance with claim 15 further comprising:

means at the user terminal for dynamically displaying the advertising in the game.

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21. A system in accordance with claim 15 further comprising:

means at the user terminal for displaying the advertising with the break points indicating when in playing the game the advertising is to be presented is identified in the advertising by tags.

22. A system in accordance with claim 15 further comprising:

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Q means at the terminal for dynamically stopping the game to display the advertising.

23. A system in accordance with claim 15 further comprising:

means at the terminal for displaying the advertising with break points for the advertisements in the game between missions in the game.

24. A system in accordance with claim 15 further comprising:

means at the terminal for the game to be displayed after the advertisements are displayed.

25. A method for supplying games comprising:  
accessing a game sponsoring gateway through a  
communication network;  
accessing a game from a game provider through said game  
sponsoring gateway; and wherein  
the game sponsoring gateway controls providing games  
from the game provider for a specific user and controls selecting  
advertising from a source of advertising for the specific user  
which selected advertising is provided to the specific user under  
control of the game sponsoring gateway.

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26. A method in accordance with claim 25 comprising:  
determining user specific profiles which are used for  
selecting said advertising.

27. A method in accordance with claim 25 comprising:  
determining the user's geographic location and  
inserting said advertising into the game for display to said user  
dependent upon the user's geographic location.

28. A method in accordance with claim 25 comprising:  
selecting advertising for display in games supplied to  
the user over said communication network.

29. A method in accordance with claim 29, comprising:  
using the game sponsoring gateway to select the advertising supplied to the user in games supplied over the network based upon a criteria from a historical database containing information about the user.

30. A method for supplying sponsored games comprising:  
accessing a game sponsoring gateway, from a user terminal through a communication network, the game sponsoring gateway authenticating the user;  
accessing a user data server from the game sponsoring gateway to determine if the user will accept advertisements attached to select game data;  
when the advertisements are acceptable, the game sponsoring gateway retrieves a profile of the user from the user data server;  
based upon the profile of the user, the game sponsoring gateway retrieves the advertisements from a sponsor content server;  
retrieving with the game sponsoring gateway user selected game data from a game server;  
scanning the user selected game data with the game sponsoring server to identify placeholders according to the profile of the user, preferences of the user or a current geographic location of the user obtained from a location server;

and

inserting with the game sponsoring server each retrieved advertisement into a least one placeholder.

31. A method for supplying sponsored games comprising:

accessing a game sponsoring gateway, from a user terminal, through a communication network, the game sponsoring gateway authenticating the user;

accessing a user data server from the game sponsoring gateway to determine if the user will accept advertisements attached to selected game data;

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01 when the advertisements are acceptable, the game sponsoring gateway retrieves a profile of the user from the user data server;

the user terminal receives the advertisements originated from a sponsor content server;

using the game sponsoring gateway to retrieve user selected game data from a game server;

processing the user selected game to identify placeholders for the advertisements according to the profile of the user with preferences of the user or a current geographic location of the user being obtained from a location server; and

inserting each retrieved advertisements into at least one placeholder in a game display of the user terminal.